



# Albertsons

## CASE STUDY

Glympse helps Albertsons exceed consumer expectations through an innovative last mile solution, giving them a leading edge and saving them money.

### OBJECTIVES

One of the largest supermarket chain in North America, with over 2,200 stores, recognizes the importance of innovation to remain competitive in the online grocery industry. To meet the expectations of their customers, who value transparency in delivery and convenient pickup options, Albertsons understood that providing basic delivery and pickup services would not be sufficient to differentiate themselves from their rivals.



**“Glympse is very professional to work with. They know what they are doing, they have always provided clear and concise consultative leadership, and they work with us as true partners on what we need.”**

**- SVP Digital/eCommerce**

### CHALLENGES

- Needed a solution that would connect them to their customers in the last mile.
- Communication needed to be easy, with visibility, timely notifications and customer engagement at the center of their experience.

## SOLUTION

With solutions for both delivery and pickup, Glympse's platform and last mile solutions were the answer.

The Glympse real-time location sharing platform that Albertsons deployed for delivery orders connects brands and customers in ways that simply aren't possible without the innovative technology behind it. With Glympse, Albertsons customers can opt in to get accurate, real-time push notifications about the location of their delivery driver. They also have the option to view a live map with an arrival time clearly indicated, so they never have to worry about their order while in transit.

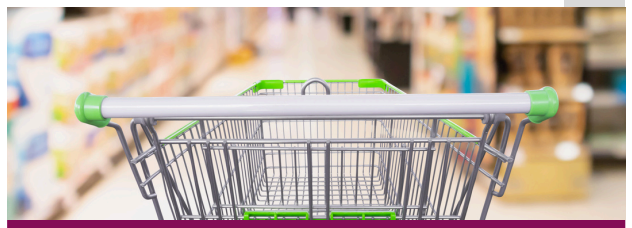
Additionally, Albertsons worked with Glympse to enact a new pilot program for their "[Drive Up & Go](#)" [curbside pickup service](#).

For more information, read our blog: "[Albertsons Turns To Glympse For New Retail Delivery And Curbside Pickup Location Technology](#)."

## RESULTS

Albertsons began seeing the ROI within the first month of rolling out Glympse. In addition to happier customers, they are noticing operational savings through a reduction in customers calling in asking "Where are my groceries", as well as fewer truck rolls, sometimes call not-at-homes.

"We want to make our eCommerce experience as simple and transparent as possible," said Narayan Iyengar, SVP Digital and eCommerce at Albertsons Cos. "Our partnership with Glympse makes it even easier for customers to get their groceries however and whenever they want."



## CONTACT

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